



## **DOING BUSINESS WITH REGIONAL AND FEDERAL AGENCIES**

*United States Small Business Administration (SBA) and  
Metropolitan Water Reclamation District*



U.S. Small Business  
Administration



U.S. Small Business  
Administration

# Marketing and Selling to the Federal Government



U.S. Small Business  
Administration

# Course Objectives

- **Government Contracting Suitability**
- **How the Government Buys Goods and Services?**
- **Marketing Your Business & Identifying Federal Opportunities**
- **Prime and Subcontracting**
- **How the Government Can Help**

# **Government Contracting Suitability**

# Are You a Small Business?

## Size Standards

Determined by  
NAICS industry  
codes

## Business Type

Sole proprietorship,  
partnership, corporation,  
or any other legal form

## Location

Operates primarily  
within the U.S.

## Size Restrictions

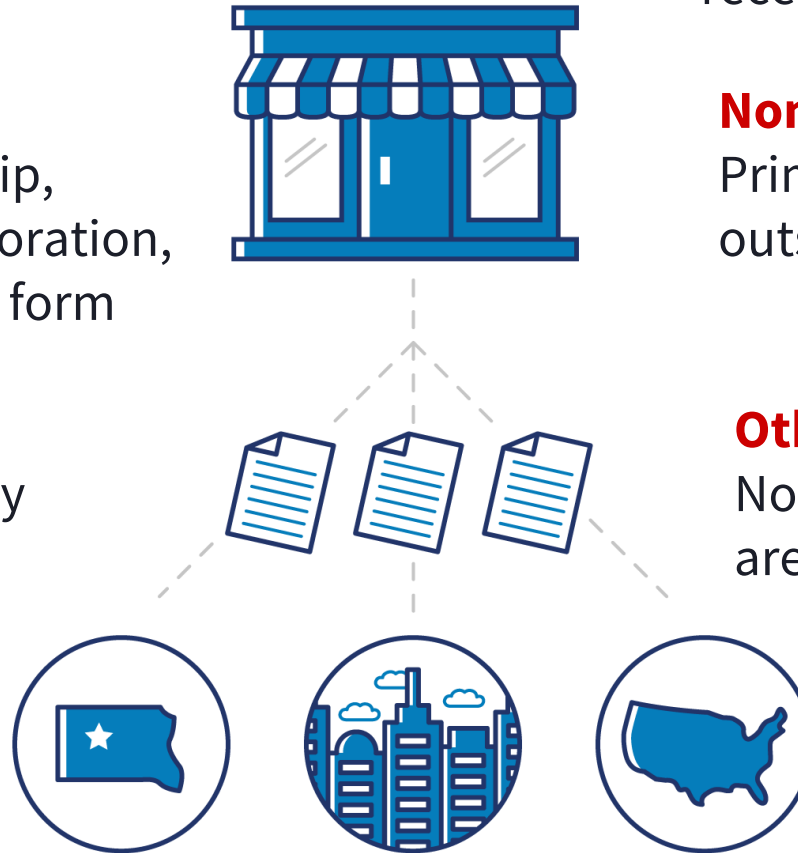
Average number of  
employees or annual  
receipts

## Non-Qualified Business

Primary operations  
outside the U.S.

## Other

Non-profit businesses  
are not considered



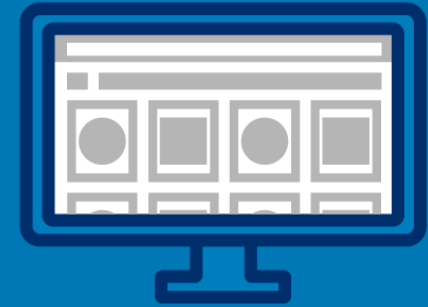
# Do You Know Your NAICS Codes and Size Standards for Your Industry?



**NAICS codes define establishments and are used for administrative, contracting, and tax purposes**



**SBA size standards using NAICS as their basis apply to all Federal government programs, including procurement**



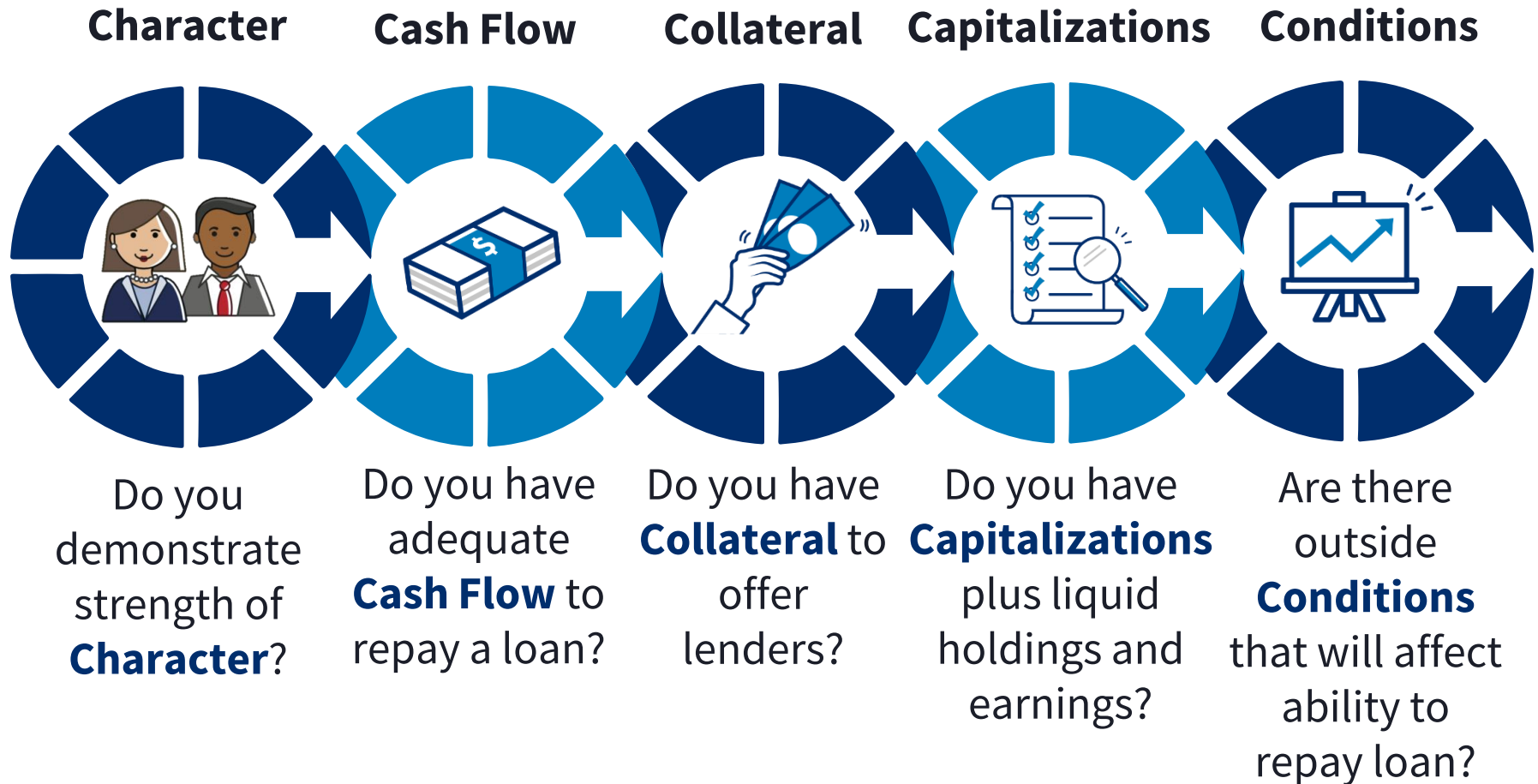
**Visit the United States Census Bureau [NAICS website](#) to identify your NAICS code(s)**

# Traditional Business Plan Format



- ☒ **Company Information & Executive Summary**
- ☒ **Structure**
- ☒ **Market Analysis**
- ☒ **Marketing & Sales**
- ☒ **Service/Product Line**
- ☒ **Financial Projections**

# Do You Have Adequate Cash Flow to Finance a Government Contract?



# Is Your Business Ready?



**Does the Government...**  
Buy what you sell

**Do you have...**  
Federal contracting experience  
Cash, inventory, working capital

**Are you capable...**  
Of fulfilling a government contract

**Do you know...**  
Where to find contracting opportunities

# **How the Government Buys Goods and Services**

# Government-Wide Contracting Goals

## COMPETITION TYPES TO WIN GOVERNMENT CONTRACTS

WORLD'S  
**LARGEST**  
BUYER



- \$500,000 billion/year
- 23% federal contract dollars are intended for small businesses

**01**

**Full and Open  
Competition**

**02**

**Small Business  
Set-Asides**

**03**

**Sole Source**

# Competition Types to Win Government Contracts



## Full & Open

- Level playing field with full visibility
- Any responsible



## Set-Asides

- Rule of Two
- Subcontracting limitations



## Sole Source

- One firm can provide
- Compelling urgency
- International agreement
- National security or public interest
- Authorized or required by law
- Allowed under certain small business contracting and business development programs, such as 8(a)

# Set-Aside for Certification Programs and Socio-Economic Categories

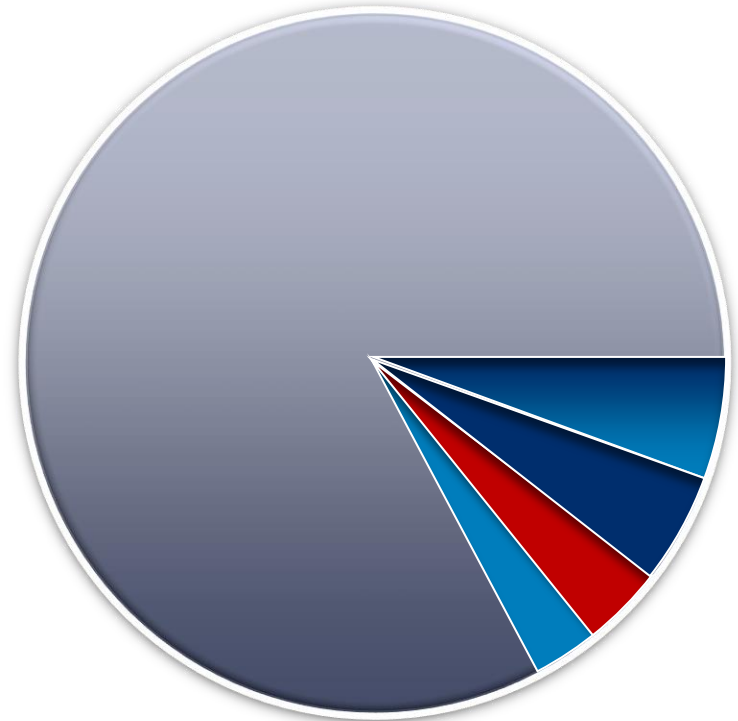
**Targeted set-asides and acquisition goals:**

**Women-Owned Small Businesses  
(5%)**

**Small Disadvantaged Businesses  
(including 8(a) certified) (5%)**

**HUBZone Businesses (3%)**

**Service-Disabled Veteran-Owned  
Small Businesses (3%)**



Set-asides are reserved for small business between \$3,500 (Micro-purchase Threshold) to \$250,000 (Simplified Acquisition Threshold)

# Primary Methods of Contracting

01

## Micro-purchases

Not requiring competitive bids and paid for by Government Purchase Card/Credit Card

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02

## Simplified Acquisition Process

Purchases \$3,500 - \$250,000

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03

## Sealed Bidding

Used when government has a need for services/supplies that is clear, specific and complete. NO negotiation prior to award.

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04

## Contract by Negotiation

Technical products valued at \$150,000 or more. Negotiation allowed prior to award that considers more than price-related factors



# Types of Contracts



## **Indefinite Delivery, Indefinite Quantity**

- Definite quantity and requirement contracts
- Indefinite Delivery, Indefinite Quantity Contract (IDIQ)

## **Time, Materials & Labor**

- Acquiring supplies/services based on direct labor hours at a fixed hourly rate

## **Incentive**

- Supplies/services acquired at lower costs

## **Fixed Price**

- Economic price
- Incentive contract

## **Cost Reimbursement**

- Payment of allowed incurred cost

# Agreements



## 01 | Basic Order Agreement (BOA)

- Not a contract
- Expedites contracting for uncertain requirements



## 02 | Blanket Purchase Agreement (BPA)

- Method of filling anticipated repetitive needs for supplies and services

# **Marketing Your Business & Identifying Federal Opportunities**

# Research Your Market



Know what agencies buy your **products and services**



**Find your niche**, competition is fierce



Understand areas of **government spending**

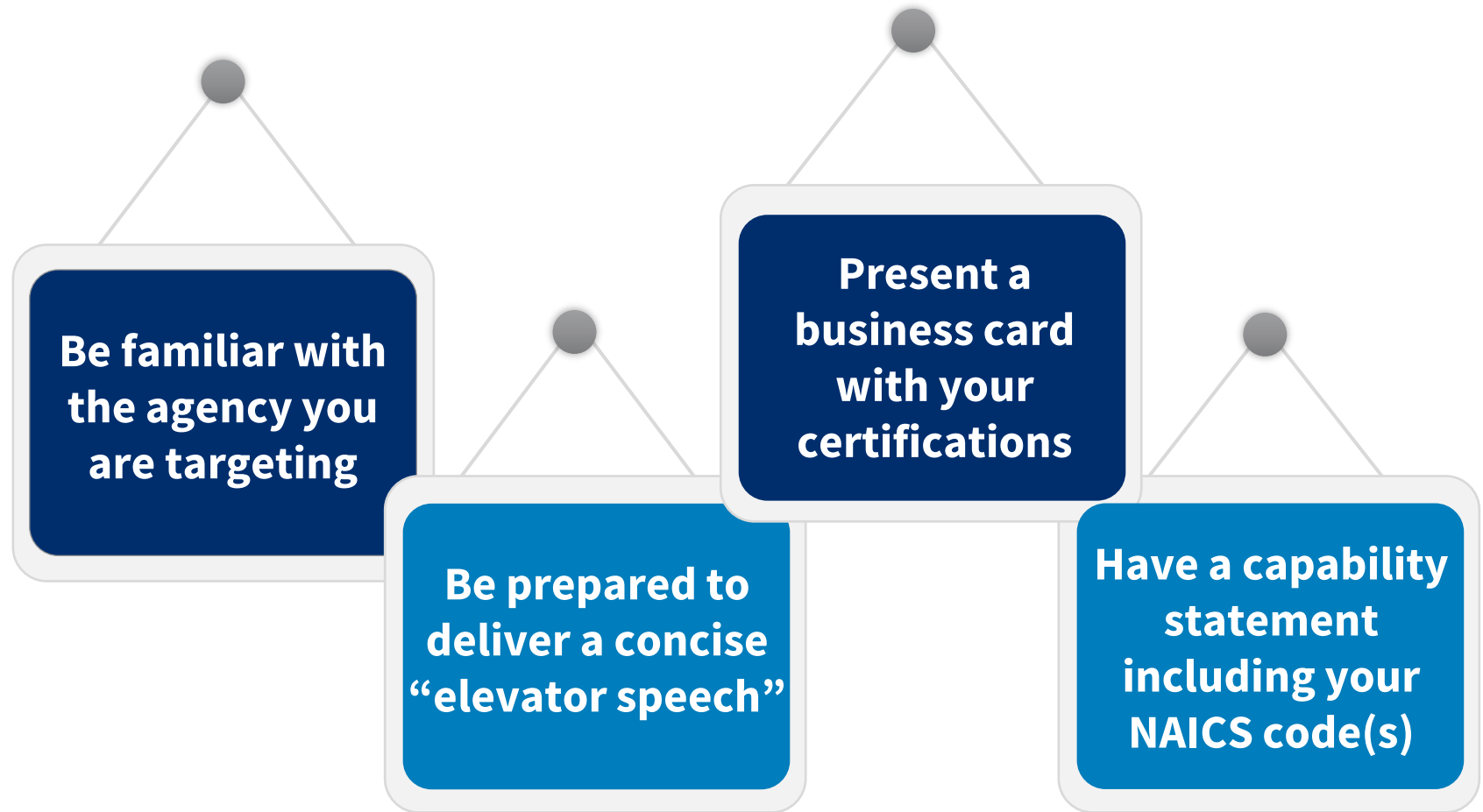


Know your **competition** and their contracts

# Understand Your Customers



# Ingredients to Making a Favorable Impression



# What is a Capability Statement?

**1**



## **Purpose**

- Proof of Qualification
- Introduction

**2**



## **Marketing**

- Door Opener
- Captivate Customers

**3**



## **What Is It**

- Business Resume
- Relationship Builder

**4**



## **How to Use It**

- Prime or Teaming Opportunities
- Part of a Sources Sought or Request for Information Response

# Core Elements of a Capability Statement



## Title

- Include firm's logo
- Other branding elements

## Corporate Data

- Office locations and contact information

## Company Data

- Financial stability/capacity
- Number of employees/teams
- DUNS, CAGE, NAICS
- GSA Schedule



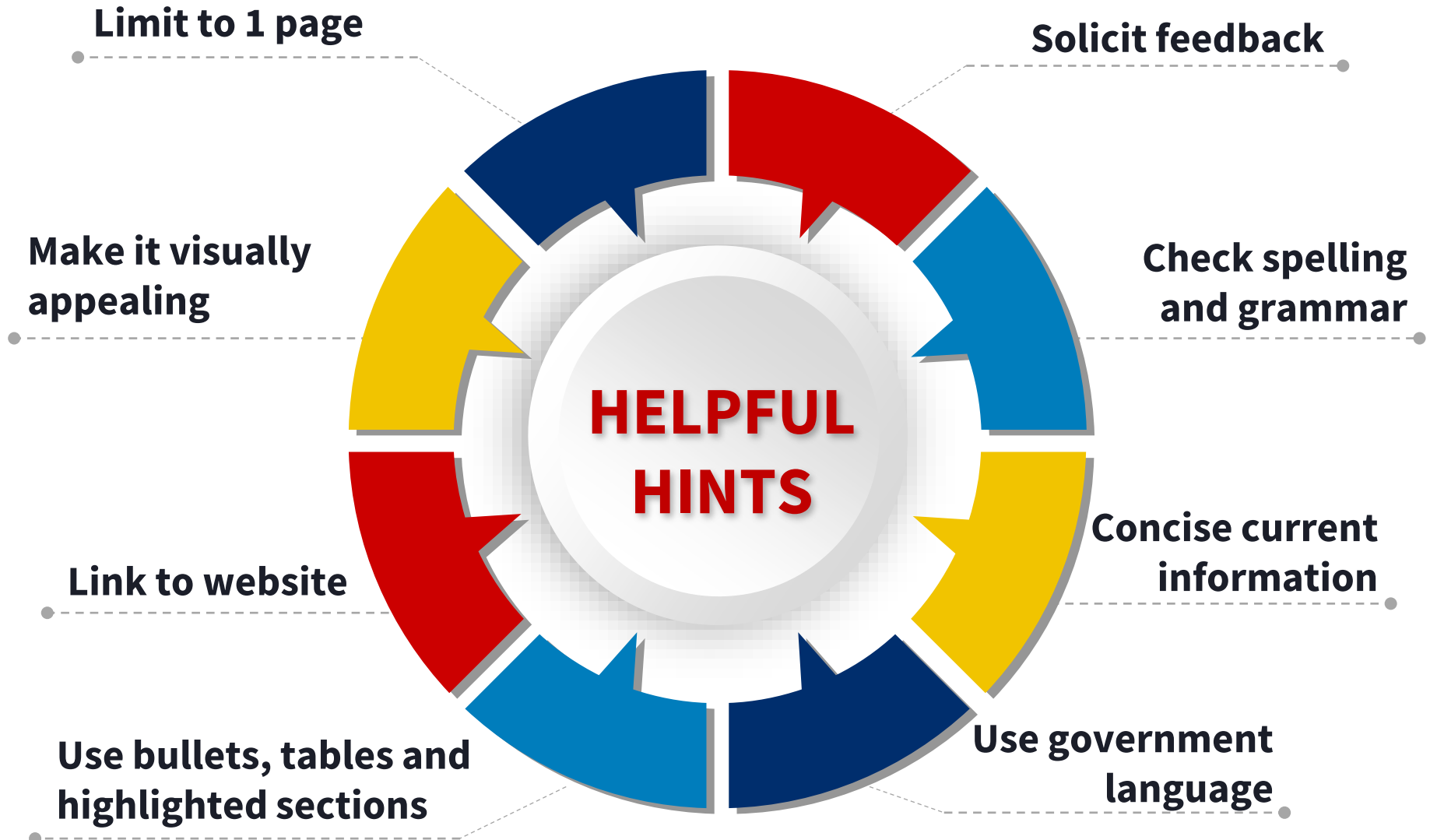
## Past Performance

- Show your benefits
- List your past customers
- Types of contracts

## Unique Features

- What sets you apart?
- What is the benefit?
- Socio-economic certifications
- Insurance and bonding capacity

# Tips for Better Capability Statements



# Keys to a Successful Meeting



01

## Request a Meeting

- Do your homework
- Give specific reasons for meeting

02

## Conduct Pre-Meeting Research

- Keep track of past, current and future opportunities

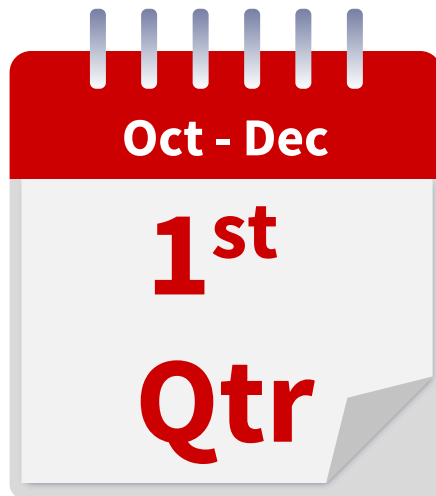
03

## Post Meeting

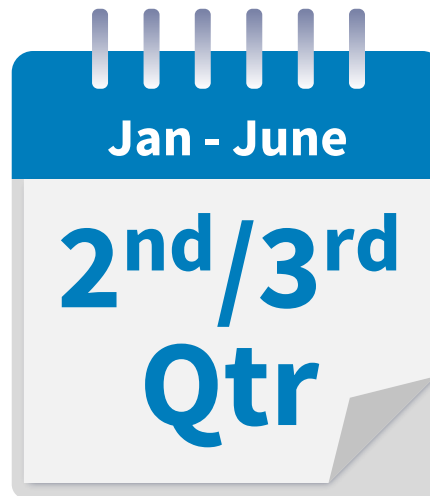
- If you made promises at meeting, keep them!
- Write a thank you note
- Ask them to share information

# Write a Government Marketing Plan

## Government Fiscal Year: October - September



**Raising Awareness  
and Building  
Relationships**



**Lead Generation  
Campaigns &  
Response**



**Last Minute Offers  
and Awareness  
Campaigns**

# Speak the Government's Language



**Rework your message**

**Ask questions**

**List contract vehicles**

**Stress contracting expertise**

**Proof your message**

# How to Find Decision Makers



**Call and Make an Appointment**

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**Network and Contact a  
Small Business Specialist**

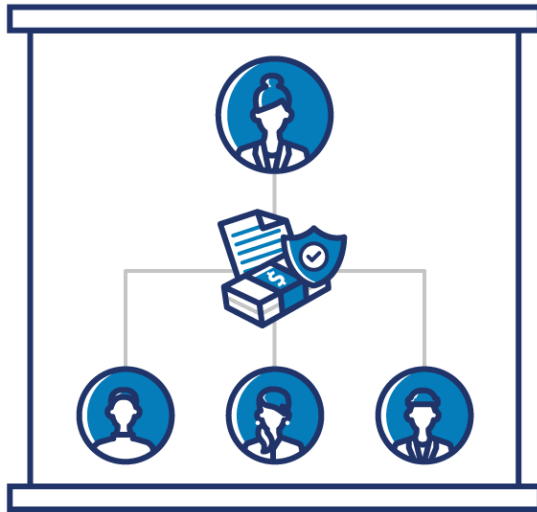
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**Submit an Invitation to Bid**

# **Prime and Subcontracting**

# Prime and Subcontractor Relationship



## DEFINITIONS

### **Prime Contractor:**

A person who has entered into a prime contract with the U.S.

### **Subcontractor:**

A person or business that is awarded a subcontract to provide supplies or services necessary in the performance of another's contract.

- **Prime controls relationship**
- **Prime and subcontractor need to work as a cohesive, high-performance team**
- **Planning and communication leads to more successful contract**

# Consider Subcontracting



## **Build Capacity**

- Land a Contract

## **Work with a Prime**

- Teaming Agreement
- Joint Venture
- Mentor Protégé

## **Enhance Past Performance**

- Gain Experience
- Expand Opportunities

# **How the Government Can Help**

# Procurement Assistance

## SBA Resources

- Business Opportunity Specialist
- Procurement Center Representative

## Procurement Technical Assistance Centers

- Government contract assistance
- Consulting and workshops
- Information and resources

## Marketing Resources

- [Beta.sam.gov](https://beta.sam.gov) replaced FBO.gov
- [Federal Procurement Data System](#)
- [System for Award Management](#)
- [Dynamic Small Business Search System](#)
- [Subcontracting Networking System \(SubNet\)](#)

## Other Resources

- [USASpending](#)
- [GSA Subcontracting Directory](#)
- DoD Prime Contracting Directory



# General Services Administration (GSA) Schedule

*Consider becoming a GSA Schedule Contractor*



**Requires prequalification**



**Gets your company on the schedule**



**Benefits the customer**



**Allows you to market your schedule**



**Accesses preferred vendor lists**

# To Get Started...

dun & bradstreet



**1**

**Obtain a Data  
Universal  
Number System  
(DUNS)  
(866) 705-5711**



**2**

**Register in the  
System for Award  
Management  
(SAM)**



**3**

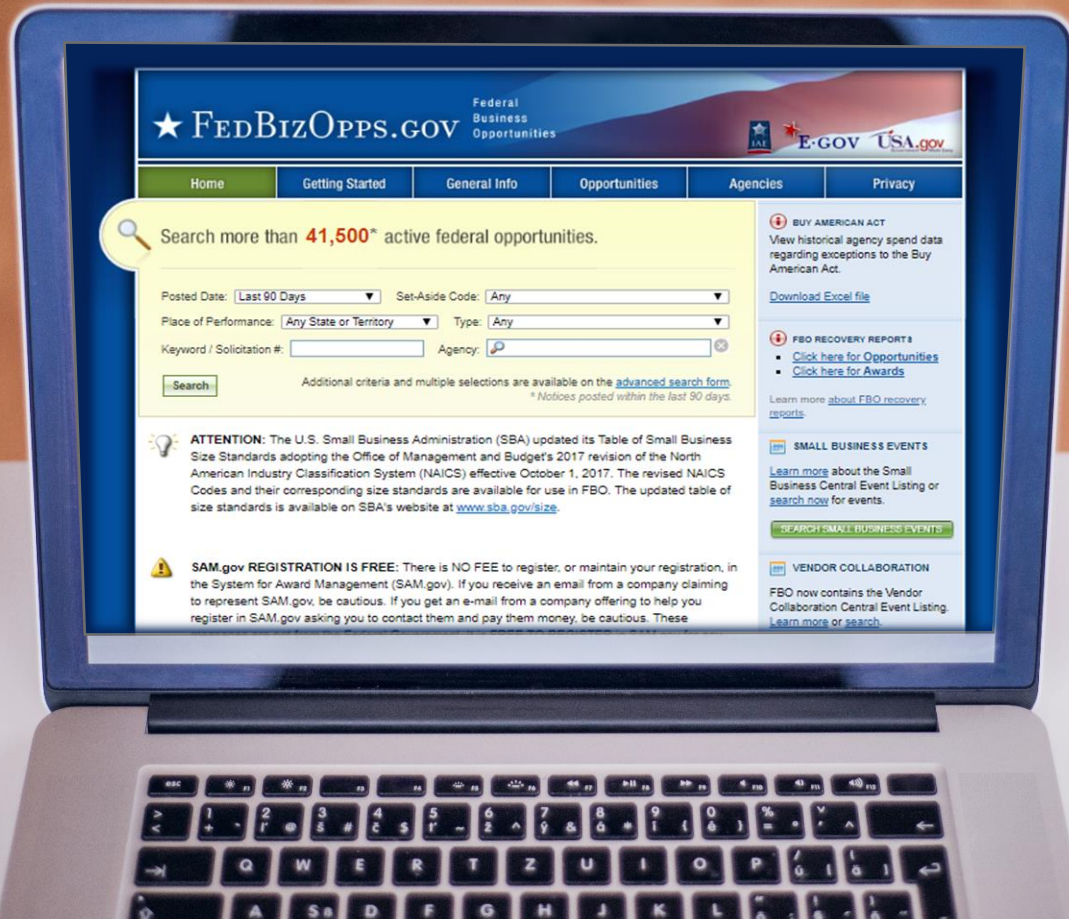
**Obtain a  
Commercial and  
Government  
Entity  
(CAGE) Code**

**[Click Here](#)**

**[Click Here](#)**

**[Click Here](#)**

# Advantages of Registering with beta.sam.gov



- Basic Search
- Advanced Searches
- Opportunity Searches
- Notices

# Get to Work and Submit Your Bid

**1**



## Find a Promising Opportunity

- Evaluate pricing
  - Demonstrate past performance
  - Target agency's needs and goals
- 

**2**



## Submit your Bid and Wait

- Submit bid
  - Wait for response
  - Prepare for oral presentation (if needed)
- 

**3**



## Request a Debrief

- Understand why you won/lost
- Evaluate marketing and bidding strategy
- Look for strengths and weaknesses

# Where To Go for Help

## District Office & Local Resources

Small Business Administration, IL District Office

500 West Madison Suite 1150

Chicago, IL 60661

Rosalyn Putman, Supervisory Business Opportunity Specialist

312-353-4528



2020 Virtual Vendor Fair

Metropolitan Water  
Reclamation District

Presenter:

Richard L. Martinez, Jr.  
Senior Diversity Officer  
[martinezr@mwr.org](mailto:martinezr@mwr.org)

November 19, 2020

# MWRD DIVERSITY



# MWRD MISSION STATEMENT

The MWRD will protect the health and safety of the public in its service area, protect the quality of the water supply source (Lake Michigan), improve the quality of water in watercourses in its service area, protect businesses and homes from flood damages, and manage water as a vital resource for its service area. The MWRD's service area is 883.5 square miles of Cook County, Illinois. The MWRD is committed to achieving the highest standards of excellence in fulfilling its mission.

## DIVERSITY PURPOSE & MISSION STATEMENT

The purpose of the MWRD's Affirmative Action Program is to mitigate the present effects of discrimination based on race, ethnicity or sex in opportunities to participate on the MWRD's contracts and to achieve equitable utilization of M/W/SBEs in Certifications and Compliance. The mission is to ensure competitive and equal opportunities for minority-owned, women-owned and small business enterprises in the award and performance of MWRD contracts.



# VENDOR REGISTRATION & CERTIFICATION

- Prospective vendors that would like to be certified with MWRD can apply online or fill out a Vendor Application for certification.
- Vendor application can be found at <https://mwrdd.org/form/vendor-application-form>
- Vendors can register as MBE, WBE, SBE, and VBE on the website. The Diversity Department then verifies these certification claims by the vendor supplementing the request with an up-to-date certification letter with another government entity.



## GOAL SETTING

THE MWRD SETS GOALS FOR MBE, WBE, SBE PARTICIPATION BASED ON THE AVAILABILITY OF MBES AND WBES IN THE MWRD'S GEOGRAPHIC AND PROCUREMENT MARKET

### 2 TYPES OF GOALS:

1. OVERALL AFFIRMATIVE ACTION GOALS - 20% MBE · 10% WBE · 10% SBE · 3% VBE

M/W/S CAN BE DUAL UTILIZED TO FULFILL VETERAN GOALS

2. INDIVIDUAL CONTRACT GOALS - SET ON A CONTRACT BY CONTRACT BASIS (DETERMINES TAILORED GOALS / SUPPLIER EXCEPTIONS / CATEGORICAL)

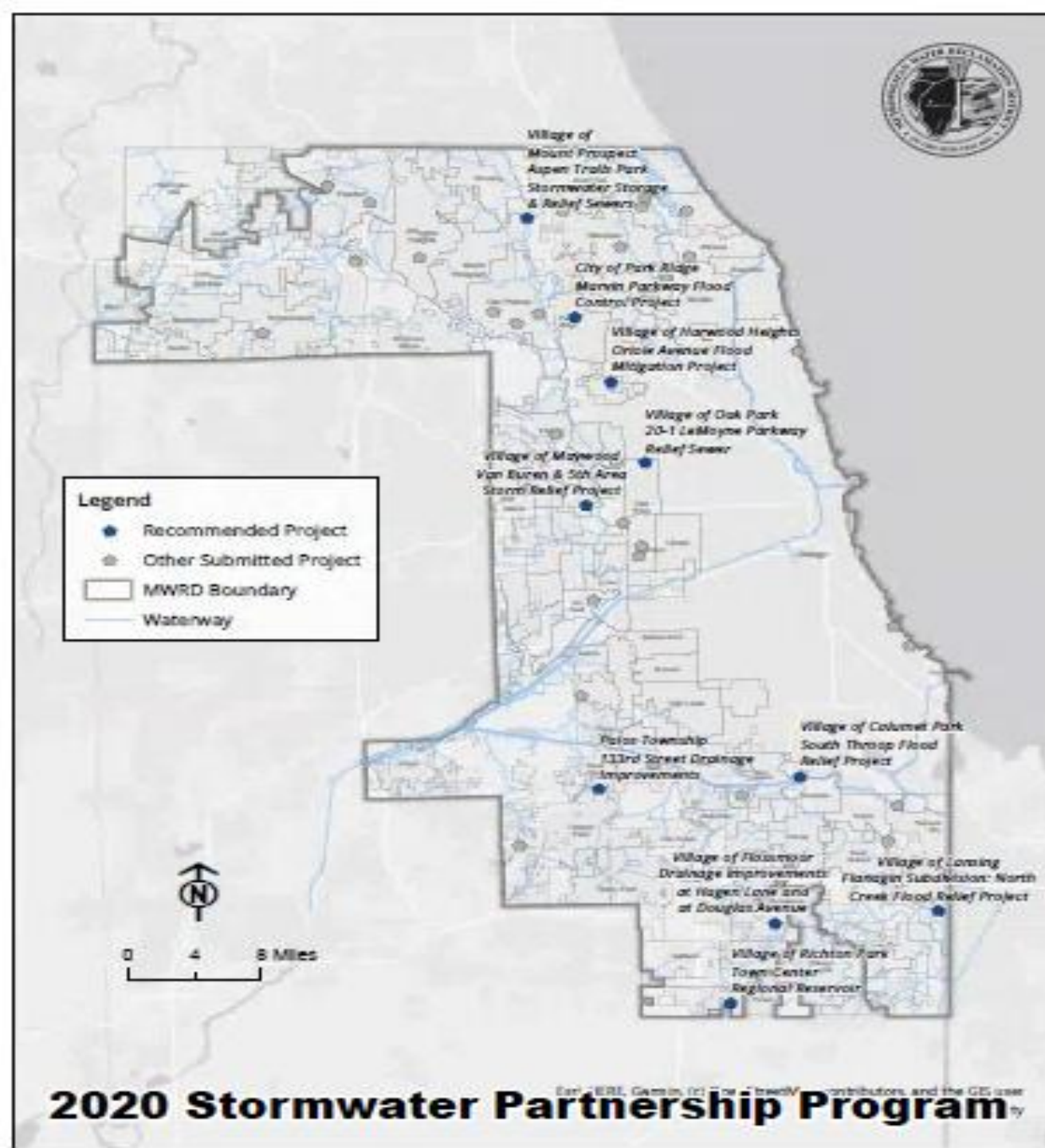


# INTERGOVERNMENTAL AGREEMENTS (IGA)

- MWRD Stormwater Management Assistance
- Green Infrastructure Projects
- Goals:
  - 20% MBE
  - 10% WBE
  - 10% SBE
  - 3% VBE



# IGA PROJECTS



# IGA PROJECTS

Organization Name	Project Description	# of Affected Structures	Estimated Construction Cost (\$)		
Village of Maywood	Van Buren & 5th Area Storm Relief Project	336	\$3,750,000		
Village of Harwood Heights	Oriole Avenue Flood Mitigation Project	240	\$1,531,329		
Village of Mount Prospect	Aspen Trails Park Stormwater Storage & Relief Sewers	100	\$8,664,500		
Village of Calumet Park	South Throop Flood Relief Project	7	\$750,000		
Palos Township	133rd Street Drainage Improvements	4	\$50,000		
Village of Oak Park	LeMoyne Parkway Relief Sewer	276	\$1,380,000		
City of Park Ridge	Marvin Parkway Flood Control Project	26	\$1,900,000		
Village of Lansing	Flanagin Subdivision: North Creek Flood Relief Project	56	\$1,600,000		
Village of Richton Park	Town Center Stormwater Improvements*	6	\$19,595,300		
Village of Flossmoor	Drainage improvements at Hagen Lane and at Douglas Avenue	13	\$792,000		

\* - construction estimate includes costs for stormwater improvements associated with future redevelopment, for which MWRD funds would not be available. MWRD funding will be limited to providing relief for existing structures impacted by flooding.



# MAJOR ENGINEERING PROJECTS



Project Number	Project Name	Project Description	Task Name	Start Date - Task
10-882-BF	Streambank Stabilization Project along Calumet Union Drainage Ditch, CSA	This project will stabilize approximately 3,559 linear feet of the Calumet Union Drainage Ditch, between Sunset and Central Park Avenues, in the City of Markham. The project will require one year of monitoring and maintenance after substantial completion.	Advertise Date	11.04.2020
18-142-3H	Six Access Shafts Infiltration Mitigation, MSPS	This project will rehabilitate six shafts at the Mainstream Pumping Station (the north elevator main and ventilation shafts, south elevator main and ventilation shafts, dewatering shaft, and discharge shaft) to address groundwater infiltration in the shafts.	Advertise Date	11.04.2020
14-258-5F	Flood Control Project in the vicinity of 135th Street and Central Avenue in Crestwood, CSA	The flood control project will involve the installation of a new storm sewer along 135th Street and existing storage and conveyance improvements for a detention basin on the Nathan Hale School property and Crestwood Drainage Ditch. This project is located in the Calumet-Sag Channel Watershed.	Advertise Date	12.16.2020
15-266-4H4	Odor Control Systems at Two TARP Shafts and Decommissioning the Thornton Transitional Reservoir, CSA, Rebid	Work associated with decommissioning of the Thornton Transitional Reservoir includes excavation of existing rock plug in Thorn Creek Connection Tunnel, installation of east and west tunnel plugs in Thorn Creek Diversion Tunnel, placement of mass concrete fill between east tunnel plug and connection tunnel, installation of lining and contact grouting in portions of the connection tunnel and diversion tunnel, removal of concrete beams, rock support and rock in the vicinity of the existing Thornton Transitional Reservoir Portal, removal of sediment in the Thornton Transitional Reservoir, installation of reservoir level measurement equipment, decommissioning the Thornton Transitional Reservoir Dewatering Valve Chamber, construction shaft concrete rehabilitation (adjacent to the valve shaft chamber), rehabilitation of rockfall netting at the Thornton Composite Reservoir north highwall access ramp, installation of carbon filter odor control systems for the construction and gate shafts and any appurtenant work associated with the items listed above.	Advertise Date (Re-Bid #3)	12.16.2020

06-360-3S	Upper Des Plaines Intercepting Sewer 14B Rehabilitation, NSA	This project consists of rehabilitating 2,902 feet of 48-inch diameter sewer and 11,902 feet of 69-inch diameter sewer by cured-in-place pipe lining and/or the slip lining method, rehabilitating 27 manholes/structures and the abandonment of one offset manhole.	Advertise Date	12.30.2020
11-187-AF	Demolition for the Addison Creek Channel Improvements, SSA	Demolition of the 13 mobile home trailers and 15 residential homes for Addison Creek Channel Improvement project.	Advertise Date	01.06.2021
14-111-5F	Flood Control Project on 1st Avenue from Roosevelt Road to Cermak Road, SSA	This project will increase the 1st Avenue drainage conveyance capacity by replacing existing storm sewer system with two parallel trunk sewers ranging in size from 18-inches to 48-inches on the east side and 18-inches to 36-inches on the west side. Multiple bioswales, in conjunction with the "daylighting" of lateral sewers and the installation of underdrains, will also be installed along Cook County Forest Preserve areas, east of 1st Avenue.	Advertise Date	01.06.2021
14-253-5F	Flood Control Project on Midlothian Creek in Robbins, CSA	This two-phase project on Midlothian Creek in Robbins will include the construction of a diversion channel to the Calumet-Sag Channel, channel improvements on Midlothian Creek, and the construction of a naturalized detention area to resemble a park setting.	Advertise Date	01.06.2021
17-131-4F	McCook Reservoir Stage 2 Rock Wall Stabilization and Instrumentation, SWRP	The scope of work consists of stabilizing the near-vertical excavated walls of the reservoir through the installation of rock bolts, rock dowels, cable bolts, chain link wire mesh, and shotcrete at locations where deemed necessary. Work will also include the installation of instrumentation and monitoring devices and related equipment.	Advertise Date	01.06.2021
20-160-4H	TARP Mainstream Dropshaft DS-M73E at Armitage Avenue, SSA	This project includes making a new overflow connection to a structure built on MWRD's interceptor, diverting that flow to a new drop shaft , and making a live connection from that shaft to the existing Mainstream Tunnel. The new shaft will be constructed within the proposed Armitage Avenue right of way.	Advertise Date	01.20.2021
14-259-5F	Flood Control in the vicinity of 131st Street and Cypress Lane in Palos Heights, CSA	This project will involve the demolition of a property at 13040 South Cypress Lane and the installation of a swale at this location along with the installation of a new downstream storm sewer and outfall to Navajo Creek.	Advertise Date	02.24.2021
21-901-31	Rehabilitation of the Overhead Bridge Crane in the Discharge Valve Chamber, MSPS	This project will rehabilitate the existing overhead bridge crane located in the Discharge Valve Chamber at the Mainstream Pumping Station.	Advertise	02.28.2021

15-069-3D	Rehabilitation of Steel Spandrel Beams of Pump and Blower House, OWRP	<p>This project consists of rehabilitating the pump and blower house building roof and facade components at the O'Brien WRP. Besides protecting, rehabilitating, and structurally strengthening steel frame beams and columns embedded in the masonry wall, the scope of work includes localized roof deck rehabilitation including roof slope remediation, full roofing membrane and insulation replacement, full masonry and flashing rehabilitation at roof parapet walls, localized windows and exterior doors rehabilitation, localized tuckpointing, and other miscellaneous rehabilitation associated or incidental to facade/roof rehabilitation project. The District's Structural Architectural Section will be working with RME, Inc., a Chicago-based consulting company. District staff will manage the rehabilitation design process, review and approve all submitted rehabilitation documents, administer the contract, and oversee the construction. In addition, the District will manage the contract budget and payments. The project goal is to rehabilitate the pump and blower house roof and facade and extend the building life span for another 50 to 90 years.</p>	Advertise Date	03.10.2021
21-701-31	Furnish Deliver and Install Elevator Upgrades, NSA	Upgrade elevator controllers and variable frequency drives.	Advertise	03.11.2021
16-127-3D	A/B and C/D Service Tunnel Rehabilitation - Phase III, SWRP	<p>This project will rehabilitate approximately 1,000 feet of the A/B Service Tunnel north of column line 31 and approximately 1,000 feet of the C/D Service Tunnel north of column line 37. This project continues the scope of work from contracts 04-131-2D and 04-132-3D.</p>	Advertise Date	03.17.2021



# SCHEDULED RFPs

Contract Number: 20-RFP-09

Contract Description: eLEARNING SUPERVISORY SKILLS TRAINING

Estimated Cost: \$90,000.00

Bid Deposit: None

Advertise Date: 11/11/2020

Bid Opening Date/Time: 12/11/2020 11:00:00 AM

Contract Number: 20-RFP-18

Contract Description: MANAGEMENT SERVICES TO PERFORM  
REAL TIME ENERGY REVERSE AUCTIONS AND ADVISORY SERVICES

Advertise Date: 11/4/2020

Bid Opening Date/Time: 12/11/2020 11:00:00 AM



Richard Berg  
Project Manager

McDonagh Construction  
7243 W. Touhy Ave.  
Chicago, IL 60631

Office: 773-276-7707, Ext 1025  
Direct: 773-313-3991  
Mobile: 312-617-9523

[Richard.b@mcdonaghdemo.com](mailto:Richard.b@mcdonaghdemo.com)

# JOC & CONTACT INFORMATION



# DIVERSITY UPDATES

- Update on Ordinance
- LGBTQ Policies
- Disabled-Owned Business Policies
- Online Bidding
- Prism Compliance

## Key Points about Procurement's Move to Electronic Bidding

Since March 2020 (when Covid-19 shut down the District's offices), potential vendors cannot pick up paper copies of contracts/RFPs at the MOB office.

The only way to obtain contracts/RFP's is to download the contract documents from the District's website at [www.mwrd.org](http://www.mwrd.org) (Doing Business→ Procurement & Materials Management→ Contract Announcements).

Since March 2020, the submission of bids/proposals are no longer accepted by mail, FedEx or at the bid deposit box in the Main Office lobby. Instead, all bids/proposals submissions will need to be uploaded to the new Bonfire web portal. Bonfire is software that the Procurement department recently purchased for electronic bidding.

For each contract/RFP, a unique Bonfire link will be given. It will be listed under the "Additional Documents" area for each contract/RFP listed on the District's website.

The potential vendor must copy and paste that link to their browser.

There are instructions listed in every contract/RFP for how to upload your bid/proposal submission to Bonfire. The instructions are always listed on the "BONFIRE-1 page."

Vendors will not upload their entire contract document as a single document. Instead, each requested document on the contract checklist will be uploaded to the appropriate section into Bonfire.

Most documents will be required to be in the PDF format, but some documents will need to be in other formats such as excel or word where applicable.

Vendors can start to upload documents into Bonfire and then log out and come back to Bonfire later to finish their submission before the bid opening due date and time.

Vendors can always edit or remove their submissions in Bonfire before the bid opening due date and time.

Late submissions to Bonfire are not accepted. The system does not accept any proposals after the due date and time. It is a good practice to submit your responses at least one day before the due date, in case there are technical difficulties.

## Benefits of Electronic Bidding

Vendors no longer need to print several copies of their responses (everything can stay in the electronic form)

Vendors no longer need to mail or FedEx their responses to the District (saving money and time). This also gives vendors more time to submit their responses, because when mailing the responses, they would have to be done at least a few days in advance. With electronic bidding, the vendors have right up to the deadline to submit.

Vendors no longer need to send a person to drop off their hard copy responses to the District (if not mailing).

Bid openings are no longer done in-person at the Main Office lobby. Instead, the public can view the bid openings online. Bid openings date and time are specified in the contract documents. To view the bid openings, go to the District's website at [www.mwrd.org](http://www.mwrd.org) (Doing Business→ Procurement & Materials Management→ [mwrd.org/bid\\_opening](http://mwrd.org/bid_opening)).

At the bid opening, the Head Buyer will open Bonfire and read the names of the bidders and their pricing. The Head Buyer's screen will be shared, which means the audience will see the bids being opened and the prices read.

Questions cannot be asked at the bid opening. You can only watch the bid opening. If there are questions, you can always ask them through the regular FOIA process ([www.mwrd.org](http://www.mwrd.org), → Services → FOIA Requests).

Bid opening results are also posted on the District's website.



# DIVERSITY CONTACT INFORMATION

President of the Board of Commissioners:  
Kari K. Steele, [Kari.Steele@mwrdd.org](mailto:Kari.Steele@mwrdd.org)

Vice President of the BOC and Chairman of Affirmative Action  
Committee: Barbara J. McGowan,  
[Barbara.McGowan@mwrdd.org](mailto:Barbara.McGowan@mwrdd.org)

Diversity Administrator: Regina Berry, [berryr@mwrdd.org](mailto:berryr@mwrdd.org)

Intergovernmental Agreements: Richard L. Martinez, Jr.,  
[martinezr@mwrdd.org](mailto:martinezr@mwrdd.org)

Job Order Contracts: PJ Spencer, [spencerpj@mwrdd.org](mailto:spencerpj@mwrdd.org)

Professional Services: PJ Spencer, [spencerpj@mwrdd.org](mailto:spencerpj@mwrdd.org)

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